



## HANGAR DESIGN GROUP IS NOW HDG

**The agency renews its brand identity with the new HDG naming to signal the start of a repositioning process that will focus on strengthening the areas of strategic consulting and integrated creative services.**

Hangar Design Group has always supported the development of companies and organisations by designing branding strategies and accompanying them in their implementation. Today the agency evolves from Brand Design Agency to Fully Integrated Communication Agency, to give even greater value to its clients' brand experience.

Its naming also changes from Hangar Design Group to **HDG**, while aiming at a more structured organisation in order to maximise synergies between the different companies of the **HDG Group** network to which it belongs and of which it is the leading brand.

In addition to HDG itself (strategy and design), the two companies **Hangar89** (media and production) and **HDG Shanghai** (branding and content creation) are also part of the group. In this way, the aim is to make the creative offer more qualitative and the executive dynamic more effective and faster.

The new brand name HDG, accompanied by the tagline *Driving Brands Further*, also brings together the historical divisions of *HDGTaste* and *HDGDigital* under one umbrella.

HDG's renewed mission is to empower a unique integrated creative network, increasingly combining talent and creativity with technology and design to create new opportunities for its clients. Thanks to services capable of reinventing the relationship between the brand and its audiences, the agency is evolving to support businesses through integrated strategies capable of achieving tangible results in a faster and more relevant way.

In terms of visual design, the new **HDG logo** preserves the memory of the group's graphic matrix. The iconic use of the black and white colours, which have always been a distinctive element of the group, has been reinvented in a more digital perspective, introducing a secondary palette of greys, blues and greens to emphasise the company's drive towards modernisation, while remaining strongly anchored to its history and tradition.

The company **website** ([hangardesigngroup.com](http://hangardesigngroup.com)) has also been completely redesigned to showcase the range and depth of the agency's work and express the group's insights and design culture.

Three are the conceptual pillars around which the strategic plan is built: **Expertise, Human Perspective, Relation.**

# HDG

1) The agency's **Expertise** will be expressed in four areas: the first three - Branding and Strategy, Creative and Content, and Experience Design - reconfirm the agency as a Full-Service Agency by leveraging its history and its organisational model that sees Strategic Design and multidisciplinary as its all-time project matrix.

The Activation area includes all the activities in the Digital & Media sphere that the agency has been handling for several years and that will be strengthened thanks to new investments in terms of technology and human resources with the aim of enhancing existing and future partnerships with its clients.

2) **Human Perspective** means facing change and rethinking the internal organisation and operating models at their roots, planning processes according to the different vertical crafts - *Client Consultancy, Finance, Marketing&Communications, Media&Production* - and the different levels of competence, starting with the Leadership and Management figures. All employees will be protagonists in this process because each of them will play a central role in this project.

3) **Relation**: by putting people at the centre, the agency's network will also be transformed from a set of physical locations, with historical offices in Italy, Asia and the USA, to global partnerships with transversal competencies that will preside over projects, areas of intervention, or territories from time to time. The HDG Aboard digital platform will be created, which will feed the teams' lifelong learning paths, and which will be mutually supportive so as to meet the increasingly demanding relationship requests from customers.

Says Marco Bovo, Global Managing Director and CCO: "HDG wants to focus on the talent, skills and experience it has accumulated over the years to transfer the strength of its brand to the field of integrated communication. The digital era has radically changed the way companies position themselves in the marketplace, re-orienting consumer lifestyles, media consumption and purchasing processes. And HDG intends to capitalise on the shared vision that has inspired its approach since its inception, namely the realisation that good creativity combined with a tailor-made approach is lifeblood for brands and businesses in general."

'Today, the brands' needs have changed a lot,' Bovo concludes, 'and the composition and peculiarities of our international network are our main strength. At HDG we have always been concerned with brand design, brand experience and brand communication. Now the agency's fully integrated offering ensures an even more fluid and organic approach to brand strategies and their implementation from an omnichannel perspective.'

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